

Developing a Profit and Loss Reporting Dashboard for an OTC Manufacturer

The client, a leading over-the-counter (OTC) manufacturer, was struggling to produce actionable profit and loss reporting. Their existing reporting infrastructure, utilizing MS Power BI and Tableau, presented a fragmented view of key performance indicators (KPIs). To address this, Clarkston's analytics practice was brought in to help streamline and elevate the client's reporting processes.

Clarkston conducted a comprehensive assessment and identified the need for a centralized profit and loss reporting methodology. By leveraging our data visualization expertise, Clarkson developed a cohesive and insightful profit and loss dashboard. The centralized profitability hub allows the client to monitor critical KPIs in real time and provide actionable insights for strategic decision-making.

The outcome provided enhanced visibility into our client's financial reporting, which translated into more informed decision-making and a significant improvement in overall business performance. This success story stands as a testament to the impact of strategic analytics in navigating the dynamic landscape of consumer goods.

Consumer Products Case Study

PROJECT OVERVIEW



INDUSTRY:



Consumer Goods

PRODUCTS AND SERVICES:



OTC manufacturing

PRIMARY OBJECTIVES:

- Assess current BI reporting landscape
- Identify and develop required key performance indicators (KPIs)
- Develop Power BI dashboard to visualize KPIs

RESOLUTION:

- Developed waterfall chart displaying sums of profits and losses
- Designed a matrix with color-coordinated conditional formatting displaying % difference over previous year
- Created a cluster bar chart to display actual difference in profits and losses with dynamic axes for enhanced usability
- Incorporated dashboard filters for Districts, Brands, and Year

KEY BENEFITS:

- Waterfall chart allows business users to visualize flow of profits and losses and filter down to required granularities
- Matrix designed to identify districts and brands that are increasing or decreasing performance vs. prior year
- Cluster bar chart designed to identify actual difference in profits and losses leveraging dynamic X and Y axes to allow users to change the context and KPI they want to visualize

KPIs

- **Reduced data analysis time by approximately 10 hours per week**
- **Achieved an 80% reduction in manual data processing time**
- **Increased user engagement with the dashboard by 75%**
- **Implemented dynamic axes to enhance dashboard insights and usability**

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